

PUBLIC AFFAIRS TRAINING GUIDE - SENIOR RATING

[Download CAPP 201](#)

Preface: The "Senior" rating is the intermediate progressive level of the Civil Air Patrol public affairs and marketing program. This level is designed to build on the skills previously learned and to continue to expand personal and quality performance as they relate to Civil Air Patrol's (1) community relations, (2) media relations (3) internal relations, and (4) as a liaison with other organizations and agencies in order enhance and promote Civil Air Patrol's designated missions.

1. OBJECTIVES: To enhance and expand the professional skills of the Civil Air Patrol public affairs officer in order to communicate clearly with confidence regarding the multi-faceted programs within CAP. To act as primary advisor to the unit commander on public relations matters. Develop, manage, and implement a public relations and marketing program that promotes Civil Air Patrol missions, goals, its members, and its influential partnership within our communities through the guidance available from NHQ CAP/PA.

2. TRAINING OBJECTIVES:

- a. Obtain working knowledge of the vital role Civil Air Patrol plays in support of our community youth, emergency services, and as a leader in aerospace education as its three primary missions for America.
- b. Obtain advanced knowledge and professional public relations and marketing skills through internal and external specialized classes in order to understand and promote Civil Air Patrol's relationships with other organizations and general public.
- c. Become an instrumental advisor to the unit commander in planning special events; including recruiting, open house, fundraisers, and other related public events.
- d. Learn advanced public relations skills through participation in emergency services classes and events including the responsibilities of the additional CAP information officer (IO) mission positions.
- e. Become proficient in the use of audio and visual aids to enhance presentations to multiple audiences including radio, TV, and physical audiences.

3. PERFORMANCE REQUIREMENTS:

- a. Complete 24-months internship
 - b. Attend a minimum of two (2) public affairs workshops/seminars.
 - c. Demonstrate and document ability to perform public relations and marketing tasks.
- 1) Participate in at least two (2) planning sessions with unit commander and/or command staff.
 - 2) Submit four (4) news releases (two with photo, two without) to *Civil Air Patrol News*.
 - 3) Submit four (4) news releases to non-CAP media (print or broadcast).
 - 4) Give a minimum of two (2) Civil Air Patrol presentations to non-CAP groups or organizations.
 - 5) Complete general emergency services training.

- 6)** Perform as trainee or primary mission IO for two (2) SAR missions (training or actual).
- 7)** Arrange and assist in the coordination and implementation of one (1) open house or other Civil Air Patrol special event.
- 8)** Give a minimum of one (1) public affairs seminar/workshop for your unit.
- 9)** Complete and submit a minimum of (6) PAO unit activity reports in accordance with established wing policy.